

**Oneida County Tourism Council Minutes**  
Rhineland Area Chamber of Commerce Office  
Monday, May 5, 2008

**Members present:** Romelle Vandervest-County Supervisor, Peter Wolk-County Supervisor, Diane Hapka-Three Lakes Information Bureau, Gary Baier-County Supervisor, Dan Kuzlik,UW Ext., Trisha Gaffron, RACC, Kari Zambon-TPPC., Bill Neider-St.Germaine CC

**Members absent:** Jennie Gibson- Hazelhurst IC, Dick Dvorak-Pelican Lake Chamber, Connie Madden-Lake Tomahawk Chamber

**Guests:** Sarah Pischer, Wisconsin Dept of Tourism

**1. CALL TO ORDER**

Meeting called to order by Diane Hapka at 1:33 p.m., noting that the meeting notice had been properly posted and mailed in accordance with the Wisconsin Open Meeting Law.

**2. APPROVE AGENDA AND MINUTES**

Motion to approve the agenda, Vandervest/Kuzlik. Motion to approve the April 8, 2008 minutes with spelling correction-norh to north: Kuzlik/Baier.

**3. TREASURERS REPORT**

No treasurers report submitted. Invoices to be approved:

Pilch & Barnet Acct Services March and April	\$5000.
Chamber Bucks winner.....	\$100.
Silent Sports-April/May.....	\$800.
Ad Word Buys.....	\$600.
Phone for 1 <sup>st</sup> quarter.....	\$200.63
	\$6700.63

Motion to approve payment of invoices, Vandervest/Kuzlik

**4. DATES FOR FUTURE MEETINGS**

June 2, 2008 - Rhineland – 1:30 p.m.

July 7, 2008 - No meeting scheduled

**5. CENTENNIAL COMMITTEE REPORT**

Vandervest reported the cemetery walk is set. City has liquor/wine/ beer license. This will allow Centennial bottles of wine from Three Lakes to be sold. The Quilters Club is doing a signature quilt for the County and also a quilt to be used as a door prize. Eight bands to be hired at a cost of \$900 to \$1000. Food booths will try to have workers in period costumes and food offerings in 1908 theme. Ham radio operators will have a morse code demonstration. Hot dogs may be offered at the \$1908 price.

**6. GROW NORTH AND OCEDC UPDATE**

Kuzlik reported that the Indigo Development consultants were here to advise on the development of the sustainable business park. Grow North will hear preliminary findings on May 14<sup>th</sup> at the Northernaire at 7:30, and will speak to OCEDC at 3pm at the RHI/OC airport. The Ext. is developing a nature trail at the airport on three wooded acres. It will be open to the public. In the future, the plan will be to connect it with other trails. Downtown Rhinelander is proposing to staff a tourist kiosk downtown to have area information available on Fridays, Saturdays, and Sundays.

#### **7. ONEIDA COUNTY FAIR**

Kuzlik reported that there is good interest in participating in the Fair from people at the Ag Extension. There is possibility of a logging expo/competition, addition of some free activities, Kohl's has volunteered to monitor the inflatables for the children. The committee is currently looking for business sponsorships.

#### **8. OCTC COMMUNITY RELATIONS REPRESENTATIVE**

A motion was made to create a position of Community Relations Representative to be the official spokesperson for the OCTC. Baier/Vandervest. Motion to appoint Kuzlik to serve as the CRR for the OCTC. Zambon/Vandervest.

#### **9. HIGHWAY 45 UPDATE**

Hapka is no longer part of the committee as she is now at MAVWACC. The committee continues to meet, and Dvorak continues to be part of it.

#### **10. PILCH & BARNET REPORT and JEM GRANT UPDATE-ARTISTS INTERACTIVE**

An increase in inquiries has been noted, postage is higher: \$1319.12 for OC and \$820.74 for AI. P&B will continue to monitor the budget. Hapka invited Three Lake's students to display at the Northernaire. It was a success, and created good local interest. Zambon brought up that it was very difficult to get packages up correctly or changed. There was little exposure of performing arts. Nicolet College arts were not included. The Taste of the North in MAVWACC was a success with 21 chefs participating and all 200 tickets sold. The culinary grant application was submitted to the Commerce Department.

#### **11. POTENTIAL PARTNERSHIPS FOR DISCOVER WI.**

Tabled until fall.

#### **12. OC/VILAS CO MAP UPDATE**

Vilas County is working on it. Hapka and Neider will represent OC at next weeks meeting.

#### **13. BUDGET**

Tabled.

#### **14. STATE TOURISM DEPARTMENT UPDATE**

JEM committee meeting is next week. There \$300,000 requested in 13 to 18 applications, but there is \$100,000 available to fund JEM's. Only 1/3 of applications will be able to be funded. TravelWisconsin.com received a Webbie award for overall excellence. Of 8,000 entries, only 15% were recognized. The new ATV Guide and the 2008 Events Guide were distributed. Neider asked about the chambers being able to attend shows with the DOT; the one-on-one connections are very valuable. Sarah will check the rational/criteria and report back. The State Fair booth does allow personal attendance without charge.

#### **15. PUBLIC COMMENT/COMMUNICATIONS**

Gaffron is organizing a Customer Service Training, and Hiring Training to be offered countywide, to be done in conjunction with Nicolet College. The DNR has asked for PR help from the Three Lakes Chamber. Hapka asked if there has been any feedback from last years Northern WI Economic Summit, or if there will be any followup such as receiving an email of the attendance list or if anything has been accomplished. Gaffron will contact Cindy Burzinski regarding an OC/Vilas joint business training program to be held around both counties. It was suggested that Bill Core from WI Counties Association, and an ITBEC director, be invited to attend a OCTC meeting. Bill Bell, the new Rhinelander City Administrator would like to attend the OCTC meetings as often as he is able.

#### **16. ADJOURNMENT**

Meeting was adjourned at 2:45 p.m. (Vandervest/Dvorak)